



## ***Transform Lexington Market*** **Vendor Application Review & Selection**

### **Process Background**

In partnership with Lexington Market, Seawall, and Baltimore Corps, there will be two rounds of vendor applications for the new Lexington Market. The first took place from August to October 2020, and the second will go from January to March 2021.

Tasked with the leasing of all vendor spaces in the new Lexington Market building, the Transform Lexington team spent nearly two years seeking community input around how and if customers and community members would like to see the vendor types, offerings, and ownership change when the new Market opens in early 2022. From that process, three guiding principles emerged:

1. The new Lexington Market will increase the variety of prepared and fresh foods while maintaining a core set of everyday grocery items at the Market's current, affordable price points.
2. The new Lexington Market will better reflect the diversity of the City of Baltimore and increase representation of Black-owned, women-owned, and city resident-owned businesses.
3. The new Lexington Market will incorporate the best of Baltimore and Maryland's food culture, while including vendors who have served the Market's customers for many years.

### **Vendor Review and Selection**

Submitted vendor applications will be reviewed by two different groups, both assembled to ensure that there is equity and expertise in the selection process.

First, a group of approximately 30 **Community Reviewers**, made up of market customers, small business owners and experts, neighborhood resident association representatives, and other qualified officials, will do an initial review of the applications. Each application will receive a minimum of two reviews, and scores will be aggregated to determine who moves on to the second step in the process.

#### **The Community Reviewers:**

- Are 50% Black, 35% White, 15% Hispanic, 5% Asian (could identify in multiple categories); 75% female, 25% male; and 55% aged 36-55, 40% aged 18-35, and 5% aged 56-64
- Represent many key organizations across the city, including BaltimoreCorps, Baltimore City Small Business Resource Center, Baltimore Development Corporation (BDC), BB&T, Bmore Kitchen, Community Wealth Builders, Cureate, Goldman Sachs 10K Small Businesses, Impact Hub Baltimore, Innovation Works Baltimore, Small Business Association (SBA)

Second, a 10-15 person **Selection Panel** will conduct in-person interviews, and in the case of food businesses, product testing, with applicants. The selection panel is made up of high-level small business advisers and owners, government officials, and other senior community and Market leaders.

In the first round, the selection team will look to select 20-25 vendors and expect to notify them of their selection by mid-December.



### **Vendor Application & Selection Next Steps**

Once vendor applicants are notified of their selection, they will begin the LOI and eventual lease-signing processes.

Vendors not selected will be connected to other leasing and small business opportunities both in the Market Center neighborhood and at other City-owned Markets. Vendors not selected in the first round of applications will also have the opportunity to reapply in the second round in 2021.

*An identical round two of vendor applications will run from January to March 2021.*